

# DEEPAK DESHMUKH

MARKETING MANAGER

## Professional Summary

A marketing manager with 8+ years of exceptional experience in spearheading sales, after-sales, and marketing initiatives in dealing with tires, garage equipment, and OEM across the automobiles Industry also possess proficiency in business development, customer support, warranty management, and fleet management. Seeking a challenging position with the opportunity of proficient growth to contribute twin benefits of accrued engineering and management expertise for the progress of a leading organization.

## Geographical Expertise:

Uttar Pradesh, Uttarakhand, and Madhya Pradesh as well as specific cities within these states include Indore /Bhopal /Gwalior/Lucknow, Ghaziabad, and Dehradun.

## Achievements:

- Bestowed with Best Field Engineer award twice in the 2nd and 3rd quarter of 2019 for outstanding performance.
- Received CSR Award for the Swavlamban Project. (Tubeless Tyres Awareness Program)

## Professional Experience

Manatec Electronics Pvt Ltd., Lucknow  
Manager-Marketing (HCV Department)

Jan 2023 - Present

### Key Responsibilities:

- Liable for handling the entire array of heavy commercial vehicles business in UP and Uttarakhand regions of India.
- Developing and implementing effective marketing strategies aimed at promoting commercial vehicles, achieving predetermined targets, and driving sales growth.
- Accountable for supplying original equipment manufacturer (OEM) products and other workshop equipment like tyre balancers, compressors, nitrogen inflators, two post lifts, four post lifts, welding machines, pneumatic guns, hydraulic jacks, etc. to support the establishment or enhancement of workshops.
- Identifying new business prospects, cultivating stakeholder relationships, developing impactful communication materials, and converting leads into customers to achieve business expansion.
- Overseeing the marketing budget and ensuring that all marketing initiatives are carried out efficiently and cost-effectively.
- Supervising and coordinating sales activities aimed at corporate clients and original equipment manufacturers (OEMs), ensuring compliance with established policies and procedures.
- Leading the departmental team, providing guidance and training, and closely monitoring performance to ensure the attainment of sales objectives.
- Conducting market research to identify competitors and devising counter strategies to mitigate potential business threats, while also performing market analysis and evaluating business performance.

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## Core Competencies

- Marketing Management
- Sales/After-Sales Management
- Business Development
- Profit Generation
- Operations Management
- Customer Satisfaction
- Fleet Management
- Field Evaluation Test
- Customer Relationship
- Technical Support
- Performance Management
- Target Achievement
- Communication & Interpersonal Skills
- Problem-Solving

## Education

Post Graduate Diploma in Management (PGDM),  
Marketing Management | Currently Pursuing  
MIT School of Distance Education, Pune

Bachelor of Technology (BTech) in Engineering &  
Technology | June 2023  
Birla Institute of Technology and Science, Pilani

Diploma In Production Engineering | June 2014  
Shri Vaishnav Polytechnic College, Indore

## Professional Certifications

- Global Online Certification Course on Competing in Business through AI-Powered Supply Chains 2022 (Dec 2022), Birla Institute of Technology and Science, Pilani & NITIE, Mumbai
- Industrial Training, Indo-German Tool Room, Indore
- Industrial training, Gajra Differential Gears Dewas Unit
- Training of CNC Wire-Cut, MSME Indore
- Auto-Cad (2D And 3D), IESITC Indore
- MATLAB Simulation & On Ramp, MathWorks

Recruited as Assistant Engineer, charted impressive growth curve through notable performance to merit multiple promotions, and currently to the post of Senior Field Engineer.

**Designation Chronology:**

Dec 2022 - Jan 2023: Senior Field Engineer (Lucknow)

Mar 2019 - Dec 2022: Sales Engineer (Lucknow)

May 2015 - Mar 2019: Assistant Engineer (Gwalior)

**Key Client Handled:**

**Tata Motors:** Performed OE fitment approval tests for 3 Tipper Models which include Tata Signa 4825, Tata Signa 4225, and Tata Signa 3525.

**Key Responsibilities as Senior Field Engineer In Technical Service Department (Commercial Tires):**

- Responsible for handling and resolving commercial tyre complaints as OE/Rep for the Lucknow, Ghaziabad, and Dehradun regions and the branches located across those regions.
- Directed and oversaw an extensive replacement dealer network of over 60+ and engaged in collaborative partnerships with 20+ leading OEM dealerships, including well-known brands such as TATA, VECV, Mahindra, and DICV.
- Performed on-site surveys of clients, proposed and demonstrated suitable products, and prepared cost analyses to showcase the achieved cost savings.
- Conducted pre-launch and post-launch field evaluation tests for products and ensured all activities carried out are in adherence with the set company policies.
- Oversaw the efficient management of warranties, maintained detailed records of the process, and managed sales activities related to the fleet of vehicles, including customer acquisition, sales forecasting, pricing, and relationship management.
- Delivered technical training and product education sessions for sales personnel, distributors, and customers to ensure the effective use and maintenance of commercial tires.
- Generated market intelligence and competition reports, providing valuable insights on new product launches, commercial trends, and after-sales policies for submission to the Head Office.
- Led and executed multiple brand promotion campaigns, including line tyre care camps, product promotion camps, and OEM campaigns, while also advocating for the use of original equipment (OE) replacement parts among customers.

**Key Responsibilities as Sales Engineer:**

- Developed and maintained relationships with both existing and potential customers, with the aim of driving sales growth.
- Consistently managed and attended to an average of 10-12 customers daily while achieving a sales contribution of approximately 15-18% in the assigned branches.
- Offered technical support and expertise to customers in selecting the appropriate commercial tire products that best meet the needs and requirements of the customers.
- Conducted field evaluation tests and OEM testing to ensure that the products meet set standards and specifications for optimal performance.
- Prepared and delivered sales presentations and proposals to the customers, emphasizing the benefits and advantages of the products.
- Generated market intelligence reports on new product launches, commercial trends, and after-sales policies, while also leading various brand promotion campaigns such as line tyre care camps, product promotion camps, and OEM campaigns.
- Actively participated in industry events and conferences to stay updated on the latest commercial tire trends and innovations.

**Key Responsibilities as Assistant Engineer:**

- Oversaw passenger and commercial tire business activities for the Gwalior territory and ensured all assigned tasks were completed within the given timeframes.
- Carried out after-sales activities to ensure customer satisfaction and maintained strong relationships with clients ensuring smooth execution of the workflow.
- Handled and resolved customer and dealer complaints as well as service escalations related to OE and replacement of both passenger and commercial tire products.
- Provided technical support in selecting the right tire products according to the needs and requirements of the customers.

**Previous Professional Experience:**

Aug 2014 - May 2015: Operations Trainee (Manufacturing Operations), John Deere Dewas Works M.P.

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